

# Audio Description

Making video accessible to blind and low vision users



AST's Audio Description solution is designed to offer blind and low vision individuals effective communication, providing them with video access to visual content that is not expressed in the dialogue of a video.

AST's describers spend a great deal of time analyzing video to decide what visual content needs describing and what does not. The goal is to keep audio descriptions as concise as possible, so as not to take away from the video's flow.



## This solution offers:

- ✓ Trusted compliance and accessibility
- ✓ Both captioning and audio description results
- ✓ Compatibility with extended audio description video players
- ✓ Export into an open audio description file for use in virtually every video player



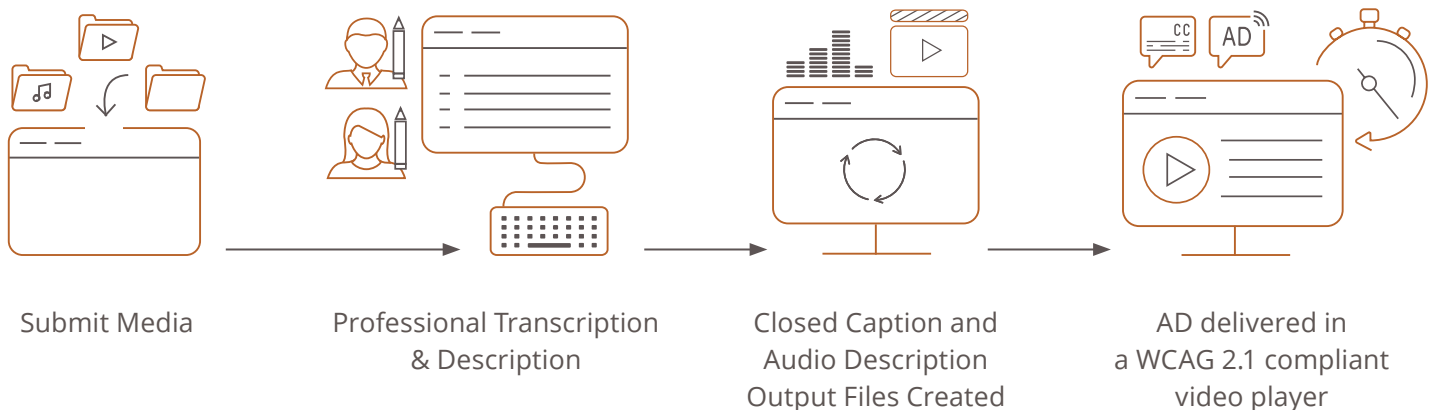
## Key benefits & differentiators:

- ✓ Concise, objective and accurate descriptions of visual images
- ✓ WCAG 2.1 Level AAA compliance
- ✓ Increased engagement and performance
- ✓ Dedicated customer support and expertise

While traditional audio description is often sufficient for simple content with long pauses, there is an emerging consensus among video accessibility experts that only extended audio description can provide equally effective communication to individuals with blind and low vision disabilities.

Standard Audio Description	Extended Audio Description
Constrained to the gaps in dialogue of a video	Recommended for complex or educational content
Not suitable for educational content	Allows for open audio description outputs
Only WCAG 2.1 AA Compliant	WCAG 2.1 AAA Compliant
More expensive	More cost effective

## How It Works



## WCAG 2 Video Player: The Smart Player Pro

- ✓ Full keyboard control, high-contrast display and aria-labels for screen reader compatibility
- ✓ 4 different WCAG 2-compliant color schemes for player buttons and controls
- ✓ Custom favicon for browser tabs
- ✓ Customizable 'Help' page to include organization-specific information
- ✓ Ability to add video description



## About Automatic Sync Technologies

AST has been providing captioning services for over 18 years, making it one of the most experienced and proven video accessibility service providers in the market. The CaptionSync service has evolved to serve thousands of clients in a wide range of industries, leveraging smart automation and professional transcribers and describers to power its video accessibility services. AST provides affordable web-based solutions for closed captions, audio description and live captioning services and tools.

Find out more:

[www.automaticsync.com](http://www.automaticsync.com)

